

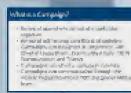
NYPD Campaigns

November, 2014
Director Martha Norrick, Citizen and Workforce
Engagement

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What is a Campaign?



Hit at 40mph
there's a 70% chance I'll die.

*Approximate figures

Hit at 30mph
there's an 80% chance I'll live.

That's why it's  

What is a Campaign?

- Series of operations aimed at a particular objective.
- Aimed at addressing conditions or patterns.
- Campaigns are designed in conjunction with Chief of Department, Community Affairs, DCPI, Transportation and Transit.
- Campaigns run off of a campaign calendar.
- Campaigns are communicated through the weekly Digital Download from the Social Media team.

What's in a campaign?

A good campaign has:



A topic

A message

An "ask"

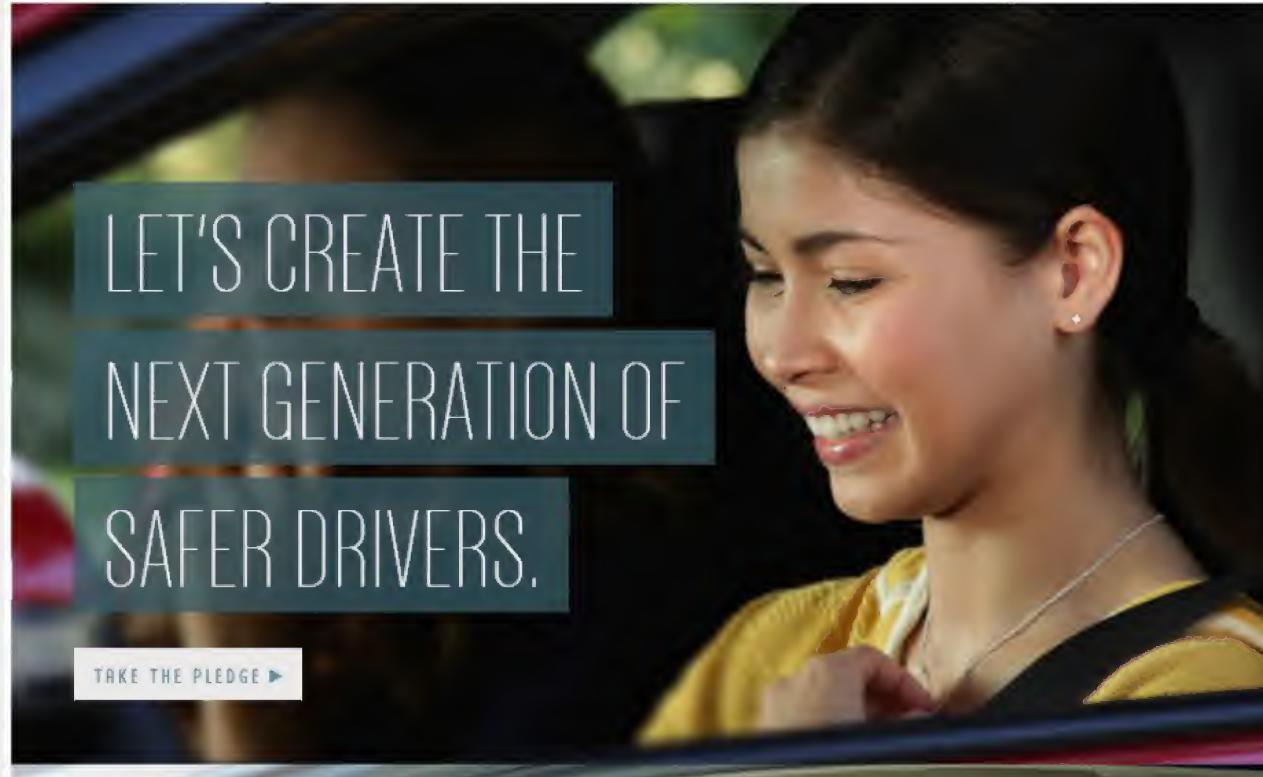
Campaign Examples



Campaign Examples



Campaign Examples



LET'S CREATE THE
NEXT GENERATION OF
SAFER DRIVERS.

TAKE THE PLEDGE ►

All

Tips

Facts

Articles

Videos

CHECK OUT WHEN
TEENDRIVE365 EVENTS ARE
COMING TO YOUR AREA.

GET STARTED ►



Giving parents the tools to help them be the
driver they want their teen to be.

LEARN MORE ►

Download Our Mutual Driving Agreement
For ways to help both you and your teen
stay safe behind the wheel, download the
TeenDrive365 Mutual Driving Agreement.

Exercise: Think of a Campaign

Brainstorm a campaign for an issue or event.

Report back to the group:

Topic of the campaign

Message

What are you asking people to do?

What's your hashtag?

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